

## REPORT ON THE SEVENTH ANNUAL GRADUATE FORTNIGHT

### *Publicity*

22,000 copies of the preliminary announcement were printed and distributed. Requests received for copies of the complete program numbered 4,474. Of the complete program 9,000 were printed and about 5,000 were distributed by mail. Reading notices in the form of releases to the number of 213 were sent to medical journals, county societies, national societies, A. M. A. sections and a miscellaneous list. A paid advertisement appeared in the A. M. A. of September 16.

### *Registration and Ticket Distribution*

Registration began early and very soon it became evident that the registration of last year (643) would be exceeded. The regular sale of tickets was stopped when the number sold had reached 700. Fellows and Members of the Academy were issued tickets without charge as were speakers at evening meetings, clinicians and exhibitors, and also about one-third of the residents and interns in important city hospitals.

### *Attendance*

Attendance at evening meetings exceeded that of any previous Graduate Fortnight. For the first week it averaged 900 and for the second week 840. The smallest attendance was 475. About 1,400 persons tried to hear the papers presented on the evening of October 29 (County Society Meeting). For that evening a loud speaker was installed in a section room on the second floor to accommodate those who could not be admitted to Hosack Hall.

All afternoon clinics were well attended, in some places taxing the seating capacity of the auditorium.

*Scientific Exhibit*

It has been the main purpose of the Committee to keep the Scientific Exhibit on the same high plane as the previous exhibits of the Graduate Fortnight.

There were over 110 individual exhibitors this year, which greatly exceeds any previous Fortnight. There were more anatomical specimens on display and the number of x-ray exhibits was almost twice as large as shown in previous years. The construction of a new type of illuminating box by the Academy's staff should cover this exhibit in a better manner than heretofore.

From an artistic viewpoint the exhibit was better housed than the previous ones, but the rooms accessible for exhibit purposes in the Academy are by no means satisfactory.

It was constantly borne in mind by the Committee that it is impossible for a Committee to be too autocratic and that individual exhibitors must be satisfied. This always means the construction at the last minute of special equipment, lighting fixtures, the changing of signs, etc.

Experience leads to the conclusion that this year's Scientific Exhibit has reached a limit in size, and that it is quite impossible to properly house a larger exhibit in the rooms now available for exhibit purposes. It would seem, therefore, that certain recommendations and suggestions could properly be made at this time as a basis for future presentations.

#### 1. Housing of Scientific Exhibits.

It is believed that in the future the following rooms should be set aside for exhibit purposes:—on the first floor, the small reception room (to be used for book and historical exhibits); the collation room (which houses the largest number of exhibits and is the only room really suitable for exhibit purposes); the main corridor with its stairway; the exhibition room directly in the rear of Hosack Hall, and on the first floor; the corridor of the second floor; room 21 on

the second floor (from which all seats and the concrete platform should be removed) ; room 20 (a section room on the second floor which should be converted into a large exhibit hall by the removal of all seats) ; and four accessory, small rooms adjacent to room 20.

If these rooms were turned over for exhibit purposes they would amply take care of all future exhibits not greatly exceeding the last one in size.

## 2. Demonstration of Exhibits.

The success of an exhibit depends upon its personal demonstration by an exhibitor. Doctors will frequently walk past an exhibit which is not being demonstrated.

Physicians arrive at the Academy in greatest numbers after 7:30 p.m. and remain for the evening lectures, a considerable number staying after the evening lectures to again visit the exhibits.

Exhibitors, therefore, should be at their booths from 7:30 p.m. until at least 11:30 p.m. and should constantly demonstrate their exhibits during this period. No special demonstration should be posted, as the number of exhibitors is too large and the selection of a few for special demonstrations evokes criticism.

## 3. Pooling of Exhibits.

A suggestion has been made that many of the hospitals should merge their exhibits instead of displaying them as individual exhibits; that specimens should be pooled, with due individual credit to each hospital written over each specimen, etc. By such a procedure, the lesions could be properly grouped in anatomical order or according to systems and much undesirable repetition avoided.

Such a suggestion is by no means new. In the Cancer Fortnight, Dr. Ewing and Dr. Martland planned to adopt this method and to show specimens of cancer from various

hospitals grouped according to organs or systems. Most of the institutions, however, did not wish to pool their material, preferring to enter it as individual exhibits and so it became necessary to give up the idea or to have a small exhibit only.

Such a procedure in a permanent exhibit is of course ideal, where a careful selection of material and proper help and time are possible.

#### 4. Special Demonstrations.

When there are about 100 individual exhibitors it is practically impossible to select a small number of special demonstrations without arousing the feelings of other exhibitors.

#### 5. Special Programs Preceding Evening Lectures.

In the past special programs have been given of fresh pathology, clinical cases, etc., lasting for an hour before the evening lectures begin. This, of course, draws the crowd from the exhibits at the best time. Therefore, it is recommended that these special programs be given directly after the evening lectures, the subjects being announced from the platform.

#### 6. Book Exhibit.

The housing of the book exhibit in the small reception room made this very important exhibit easily accessible and added dignity and culture to the exhibit.

#### 7. Commercial Exhibits.

In the Fortnight on Metabolic Diseases and in this Fortnight a few commercial firms were invited to illustrate the subject by the display of drugs, pharmaceuticals, etc.

The firms were instructed to make their exhibits purely scientific and to do no advertising, no signing of books of attendance, no handing out of pamphlets, etc.

In the Metabolic Fortnight such exhibits were entered under the names of professional men connected with the research laboratories of such firms. Only drugs accepted by the Council on Pharmacy and Chemistry of the A. M. A. were allowed to be displayed.

8. Photographs.

During the last two Fortnights photographs were taken showing the main rooms and their appearance. The Academy has available, therefore, pictures showing the main set-up of the rooms during these Fortnights. These should be kept for historical purposes.

---

REGISTRATION FOR 1934 GRADUATE FORTNIGHT  
(Total 709)

New York State, 518

Manhattan .....	271	Queens .....	21
Brooklyn .....	76	Richmond .....	2
Bronx .....	90		
New York commuting area (25-mile radius) .....			13
Up-State New York .....			45

New Jersey, 104

Commuting area (25-mile radius) .....	99
Other parts .....	5

## Thirty Other States and Countries, 87

Arkansas .....	1	North Carolina .....	2
California .....	2	Ohio .....	10
Connecticut .....	10	Pennsylvania .....	15
District of Columbia .....	2	Rhode Island .....	1
Florida .....	2	Tennessee .....	2
Illinois .....	2	Texas .....	2
Indiana .....	4	Utah .....	3
Iowa .....	1	Virginia .....	1
Maryland .....	1	Washington .....	1
Massachusetts .....	2	West Virginia .....	2
Michigan .....	1	Wisconsin .....	4
Minnesota .....	1		
Mississippi .....	1	Puerto Rico .....	1
Missouri .....	4	Canada .....	5
Montana .....	2	Cuba .....	1
		Holland .....	1

## Attendance at Afternoon Clinics

<i>First Week</i>		<i>Second Week</i>	
October 22		October 29	
Bellevue .....	225	Bellevue .....	50
Beth Israel .....	125	Beth Israel .....	200
October 23		October 30	
Fifth Avenue .....	175	Fifth Avenue .....	76
Mount Sinai .....	168	Mount Sinai .....	276
October 24		October 31	
Lenox Hill .....	149	Lenox Hill .....	116
Post-Graduate .....	165	Post-Graduate .....	140
October 25		November 1	
Babies' .....	55	Polyclinic .....	175
Memorial .....	101	Presbyterian .....	50
St. Luke's .....	98	St. Luke's .....	75
October 26		November 2	
Flower .....	140	Roosevelt .....	70
Montefiore .....	182	St. Vincent's .....	200
New York .....	75		